

# Charisma Celebrates 40 Years, Announces New Publishers

Steve Strang, founder and CEO of Charisma Media—who has held the title of publisher for many years—has now ushered in the company's 40th anniversary with an official transfer of this title to two key leaders within the organization, Tessie DeVore and Dr. Steve Greene.

DeVore, a Christian retailing industry veteran, was named publisher of Charisma Media's book group, Charisma House. Greene, former dean at Oral Roberts University's College of Business and dean of Distance Learning, was named publisher of Charisma Media's magazine group. The announcement was made in tandem with the celebration of the company's 40th anniversary as the leading book and magazine publisher in the Pentecostal and charismatic market this month.

DeVore, a veteran in the publishing industry with more than 25 years of experience, has held many positions at the company since joining Charisma Media in 1993, including launching the company's Spanish imprint, Casa Creación, and masterminding the company's international efforts. She was named executive vice president in 2006.

Dr. Greene has several decades of experience—including C-level executive leadership as head of a company that franchised restaurants, a media company with 23 television stations and a marketing firm that had as clients some of the most recognizable brands in the country.

In their respective roles, DeVore and Greene will work closely with Strang to provide leadership of the organization's book publishing program and its media efforts in both print and digital. "I believe everything rises and falls based on leadership," said Strang, who will continue to serve as CEO of

Charisma Media. “Dr. Steve Greene and Tessie DeVore have proven to be strong leaders who will lead our media and book groups into the future. Each has acted as publisher over the media group or book group, and it is time that I give them the title of publisher—even though I’ve used that title in some way since the early days of our organization. I’m proud of them both, and this is a small way I can show the respect and love I have for each of them. It also signals a new day for leadership as our organization enters its fifth decade.”

Under DeVore’s leadership, Charisma House has published 12 *New York Times* best-sellers, including *The Harbinger* and *The Mystery of the Shemitah* by Jonathan Cahn. Most recently she has led the launch of the Modern English Version (MEV), the newest formal-equivalence Bible translation in the King James tradition.

Greene recently launched Charisma Podcast Network—a group of several faith-based shows delivered digitally on Apple iTunes with content attractive to people of all walks of life. Some of the show titles include “Charisma News,” “Strang Report” and “GreeneLines,” a leadership podcast for ministry and business leaders.